



P2 Workshop CABDA Midwest



Join the NBDA, fellow retailers and suppliers in a workshop focused on profitability and peer to peer learning. This 1 day intensive event includes specific meeting time to dive deep into key issues facing retailers today. Group discussions on key topics impacting our industry today combined with small group sessions will allow you to deeply analyze your retail location, learn from others, and walk away with insights to grow profitability and drive your business into the future.

Tuesday February 6th, 2024- 8am - 6pm CST, Board Room Schaumburg Convention Center

8:00 - 8:10 am- **Welcome-** Getting the most out of the Workshop

8:10 - 9:00 am- **Introductions**

9:00 - 10:00 am- **Bicycle Retailer SWOT 2024** - During this presentation the moderator will lead an interactive conversation digging into the major strengths, weaknesses, opportunities and threats facing the specialty bicycle retailer in 2024. The moderator will urge participants to share their thoughts in regards to new ideas, consumer trends and intelligent alliances.

10:00 - 10:10 am- **Break**

10:10 - 10:30 am- **Small Group Breakouts Speciality Bicycle Retail Strengths**

10:30 - 11:00 am- **Small Group Presentations Capitalizing on the Strengths**

11:00 - 11:30 am- **Small Group Breakouts Speciality Bicycle Retail Weaknesses**

11:30 - 12:00 pm- **Small Group Presentations Toughening up the Weaknesses**

12:00 - 1:00 pm- **Lunch**

1:00 - 1:45 pm- **Profitable Service Business-** During this presentation the moderator will lead an interactive conversation focused on the development of services that respond to and solve the unmet service needs of your loyal customer base, while running a service center focused on profitability. Topics will include uncovering unmet needs that you as a retailer can fulfill, maximizing profitability, further monetization, and finally, exceeding expectations.

1:45 - 2:15 pm- **Expanding our Reach- Marketing 2024-** During this presentation the moderator will lead an interactive conversation with focus on defining a marketing plan for 2024. Discussion on core communications, cadence of communications, outlets used and finally broadening our reach in the marketplace.

2:15 - 2:45 pm- **Sales Training- 4 Components of the Sale-** During this presentation the moderator will lead an interactive conversation. Topics will include the team huddle, role playing and how to train staff to handle objections.

2:45 - 3:30 pm- **Small Group Breakouts Sales Role Plays**

3:30 - 3:45 pm- **Networking Break**

3:45 - 4:15 pm- **Small Group Breakouts Speciality Bicycle Retail Opportunities**

4:15 - 4:45 pm- **Small Group Presentations Seize the Opportunities**

4:45 - 5:15 pm- **Small Group Breakouts Speciality Bicycle Retail Threats**

5:15 - 5:45 pm - **Small Group Presentations Minimize the Threats**

5:45 - 6:00 pm - **Workshop Wrap up**- During this presentation the moderator will lead an interactive conversation with focus on addressing any open questions with time allowed to set personal goals for the coming year.

Registration and how to prepare:

Registration:

- Space is limited to 30 retailers and 15 suppliers - sign up soon!
- Workshop fee is \$350, retailers who join an NBDA P2 group following the workshop can deduct the workshop fee from their first month's program dues.
- Registration fee includes meeting facilities, moderator, break refreshments, and lunch. Travel and accommodations not included.
- All registrants will be asked to sign an NDA
- Space is extremely limited. Refunds available up to 2 weeks before the show

In General:

- This is an interactive workshop- come ready to share your personal wins and challenges; with questions and ideas on how daily actions as owners and managers help or hurt your business profitability
- Be ready to 'ask the retailers', while we are united, ask your fellow P2 workshop members about their perspectives or approaches.
- Upon registration retailers will be contacted by the NBDA to "prepare" for the event.

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P2: The Profitability Project Workshop brings together retailers to share successes, tips, and secrets to building and maintaining bicycle retailer profitability.